please substitute alternative description

ON MARLBORO GEAR LETTERHEAD

DATE

RE: MARLBORO GEAR SWEEPSTAKES

Dear :

CONGRATULATIONS! We have exciting news for you! Your entry in the MARLBORO GEAR SWEEPSTAKES has been judged GRAND PRIZE winner. You have won:

ONE OF EACH ITEM IN THE 1995 GEAR CATALOG. PRIZE INCLUDES CAP, HEAD OUT T-SHIRT, KICK BACK T-SHIRT, RIDE HARD T-SHIRT, LIGHTER, WAISTPACK, SWEATSHIRT, BACKPACK, POKER SET, SIGNATURE JACKET, ROLLER BAG, RADIO/LANTERN, HAMMOCK, DOWN COAT, HEATER/COOLER, CANNON SURE SHOT CAMERA, PANASONIC® CD PLAYER AND BOOTS BY DAN POST®.

We would like to thank you for the time and effort you contributed to making the MARLBORO GEAR SWEEPSTAKES an overwhelming success.

Your prize will be shipped to you in the next 8 to 10 weeks. Prizes may arrive over time in multiple boxes.

From all of us at Philip Morris, please accept our sincere appreciation for your interest in our promotion and your continued support of our products.

Cordially,

MARLBORO GEAR

cc: National Judging Institute, Inc.

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